

profiling results of the marketing campaign against the marketing defined dimensions and the risk defined dimensions; and

assigning a score to the results of the marketing campaign based on the marketing defined dimensions and the risk defined dimensions.

11. (twice amended) A system configured to analyze success of a marketing campaign, said system comprising:

a customer database comprising campaign results and an original campaign database;

a graphical user interface for presentation of campaign analysis data; and

a plurality of analytic models including marketing and risk models embedded within a targeting engine;

said system configured to generate a marketing campaign by using said plurality of analytic models embedded within said targeting engine to derive a list of user defined dimensions including marketing defined dimensions and risk defined dimensions, profile results of the marketing campaign against said marketing defined dimensions and said risk defined dimensions, and assign a score to the results of the marketing campaign based on said marketing defined dimensions and said risk defined dimensions.

Please add the following new claims:

21. (newly added) A method according to Claim 1 wherein said step of profiling results of the marketing campaign against the list of user defined dimensions further comprises:

comparing the results of the marketing campaign against the marketing defined dimensions and the risk defined dimensions; and

using the targeting engine to generate gains charts based on the comparison of the marketing campaign results against the marketing defined dimensions and the risk defined dimensions.

22. (newly added) A method according to Claim 1 wherein said step of embedding within the targeting engine a plurality of analytic models including marketing and risk models further comprises embedding within the targeting engine a plurality of analytic models including marketing and risk models, the marketing models include at least one of a net present value/profitability model, a prospect pool model, a net conversion model, an attrition model, a response model, a revolver model, a balance transfer model, and a reactivation model.

23. (newly added) A method according to Claim 1 wherein said step of embedding within the targeting engine a plurality of analytic models including marketing and risk models further comprises embedding within the targeting engine a plurality of analytic models including marketing and risk models, the risk models include at least one of a payment behavior prediction model, a delinquency model, a bad debt model, a fraud detection model, a bankruptcy model, and a hit and run model.

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24. (newly added) A system according to Claim 11 wherein said system is further configured to:

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compare the results of the marketing campaign against said marketing defined dimensions and said risk defined dimensions; and

utilize said targeting engine to generate gains charts based on the comparison of the marketing campaign results against said marketing defined dimensions and said risk defined dimensions.

25. (newly added) A system according to Claim 11 wherein said marketing models comprise at least one of a net present value/profitability model, a prospect pool model, a net conversion model, an attrition model, a response model, a revolver model, a balance transfer model, and a reactivation model.